

**Subject:** Re: Measure S e-blast

**From:** Ellen Riotto <ellen@southpark.la>

**Date:** 02/06/2017 03:03 PM

**To:** Terri Toennies <terri@laautoshow.com>, Robin Bieker <robin@biekerco.com>, Robert Buente <bbuente@1010dev.org>, Martha Saucedo <msaucedo@aegworldwide.com>, Shelby Jordan <sjordan@aegworldwide.com>, "Daniel Taban" <daniel@jadeent.com>, "Nusbaum, Nate - CHMC" <Nate.Nusbaum@DignityHealth.org>, Richard Wu <richard@grandlofts.com>, "James Pugh" <JPugh@sheppardmullin.com>, Sonnet Hui <sonnethui@hazensgroup.com>, Channing Henry <channing@almadevelopment.com>, Paul Keller <pkeller@mackurban.com>, Mark Wareham <mwareham@mackurban.com>, "Faye Washington" <faye.washington@ywcagla.org>, Ann Hickambottom <ann.hickambottom@ywcagla.org>, Terry Rubinroit <rubinroit@aol.com>

Thanks Terri. To clarify: yes, the intention would be to a) educate readers about the measure (ie. What a YES vote would do); b) communicate our opposition and why; and c) remind them to cast a vote (definitely won't say that they need to cast a NO vote).

From: Terri Toennies <[terri@laautoshow.com](mailto:terri@laautoshow.com)>

Date: Monday, February 6, 2017 at 2:59 PM

To: Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>, Martha Saucedo <[msaucedo@aegworldwide.com](mailto:msaucedo@aegworldwide.com)>, Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>, Daniel Taban <[daniel@jadeent.com](mailto:daniel@jadeent.com)>, "Nusbaum, Nate - CHMC" <[Nate.Nusbaum@DignityHealth.org](mailto:Nate.Nusbaum@DignityHealth.org)>, Richard Wu <[richard@grandlofts.com](mailto:richard@grandlofts.com)>, James Pugh <[JPugh@sheppardmullin.com](mailto:JPugh@sheppardmullin.com)>, Sonnet Hui <[sonnethui@hazensgroup.com](mailto:sonnethui@hazensgroup.com)>, Channing Henry <[channing@almadevelopment.com](mailto:channing@almadevelopment.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>, Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>, Faye Washington <[faye.washington@ywcagla.org](mailto:faye.washington@ywcagla.org)>, Ann Hickambottom <[ann.hickambottom@ywcagla.org](mailto:ann.hickambottom@ywcagla.org)>, Terry Rubinroit <[rubinroit@aol.com](mailto:rubinroit@aol.com)>

Subject: Re: Measure S e-blast

All- Here were my comments:

Hi Ellen

I approve communicating this to our newsletter subscribers, as long as we are cautious that we do not tell people how to vote, but rather educate them why we oppose this Measure and what a YES vote would mean to South Park residents and business owners?

I am sure that is the intention with which you would be sending.

Terri

On Feb 6, 2017, at 2:55 PM, Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)> <<mailto:robin@biekerco.com>> wrote:

From: Ellen Riotto [<mailto:ellen@southpark.la>]  
Sent: Monday, February 06, 2017 2:11 PM  
To: Robin Bieker; Robert Buente; 'Shelby Jordan'; Martha Saucedo; 'Daniel Taban'; Terri Toennies; Nusbaum, Nate - CHMC; Richard Wu; James Pugh; Sonnet Hui; Channing Henry; Paul Keller; Mark Wareham; Faye Washington; Ann Hickambottom; Terry Rubinroit  
Subject: Measure S e-blast

Dear members of the Board,

I'm reaching out because I would like to send an e-blast expressing the BID's opposition to Measure S, and I would like your input and approval. I know it's not typical for the BID to take a hard and fast stance on a policy issue, considering how vast the interests of our stakeholders are. However I believe the impacts of this particular measure are unique and unifying – if it passes, Measure S will significantly disrupt the growth our district has been experiencing and preparing for over the last 5-10 years. Not only that, but it will hinder future growth, the assumption of which many current investments wrest upon.

A YES vote is to:

- \* Impose a building moratorium on projects that increase density. The moratorium would expire after two years; or when the city's General Plan is updated.
- \* Permanently prohibit project-specific changes to the General Plan.
- \* Mandate that the city's General Plan go through a public review process every five years.
- \* Require the city - instead of developers - to prepare environmental impact reports.
- \* Limit the city's ability to reduce parking requirements.

Measure S is supported by the Coalition to Preserve L.A., the AIDS Healthcare Foundation, and former Mayor Richard Riordan.

A NO vote is to reject the initiative. Updates to the cities planning and zoning rules are currently underway.

Measure S is opposed by the Los Angeles Area Chamber of Commerce, Mayor Eric Garcetti, United Way of Greater Los Angeles, and by firefighters, police, labor unions, and homeless services organizations.

From the political and partnership perspectives, us coming out against the measure as a BID is not unprecedented – CCA has been vocal, as have the Hollywood, Fashion, and DC BIDs.

My recommendation is to send an e-blast to our newsletter subscribers, educating them about the measure, communicating our opposition, and reminding them to get to the polls on March 7th. I would like to send this out this week, with your approval. Please feel free to reply to me directly, either by email or phone, with comments or concerns.

Thank you in advance and I look forward to hearing from you.

Best,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

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